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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
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10/675,436

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Jeyhan Karaoguz

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MCANDREWS HELD & MALLOY, LTD

500 WEST MADISON STREET

SUITE 3400

CHICAGO, IL 60661

EXAMINER

MENDOZA JR, JORGE

ART UNIT

PAPER NUMBER

4126

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PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary

Application No.

10/675,436

Applicant(s)

KARAOGUZ ET AL.

Examiner

Jorge Mendoza

Art Unit

4126

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 04/09/2004.
2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-27 is/are pending in the application.
4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5) ☐ Claim(s) _____ is/are allowed.
6) ☒ Claim(s) 1-27 is/are rejected.
7) ☐ Claim(s) _____ is/are objected to.
8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
10) ☒ The drawing(s) filed on 30 September 2003 is/are: a) ☐ accepted or b) ☒ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/5508)
4) ☐ Interview Summary (PTO-413)
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____
Paper No(s)/Mail Date _____

DETAILED ACTION

1. Claims **1-27** are presented for Examination.

Priority

2. A reference to the prior application No. 60/478,286, filed June 13, 2003; application No. 60/432,472, filed on December 11, 2002; and application No. 60/443,894, filed on January 30, 2003 have been inserted as the first sentence(s) of the specification of this application or in an application data sheet (37 CFR 1.76). The claim for benefit of relying on the filing date of the prior application under 35 U.S.C. 119(e), 120, 121, or 365(c) is acknowledged.

Information Disclosure Statement

3. The listing of references in the specification is not a proper information disclosure statement. 37 CFR 1.98(b) requires a list of all patents, publications, or other information submitted for consideration by the Office, and MPEP § 609.04(a) states, "the list may not be incorporated into the specification but must be submitted in a separate paper." Therefore, unless the references have been cited by the examiner on form PTO-892, they have not been considered. Incorporated references (application No. 60/478,287; application No. 60/448,705; application No. 60/457,179; application No. 10/675,390; and application No. 10/660,267) are disclosed in paragraph [02] and

incorporated reference (application No. 60/448,705) is disclosed in paragraph [38] of the specification.

Drawings

4. The drawings are objected to as failing to comply with 37 CFR 1.84(p)(5) because they do not include the following reference sign(s) mentioned in the description: MPS **126** of Figure 1B as mentioned in paragraphs [40-43] of the specification.

5. The drawings are objected to as failing to comply with 37 CFR 1.84(p)(5) because they include the following reference character(s) not mentioned in the description: reference number '**127**' of Figure 1B.

6. The drawings are objected to because reference number '**125**' is labeling an output stream from 1st subscriber **121**, but the specification indicates a 2nd subscriber **125**.

7. The drawings are objected to as failing to comply with 37 CFR 1.84(p)(4) because reference number '**131**' has been used to designate both Wide Area Network (WAN) and an output stream from a 3rd subscriber **130** in Figure 1B.

8. The drawings are objected to because reference character '**C**' of Figure 5 is labeling an incorrect location as mention in the specification. According to paragraph

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[65] of the specification, reference character 'C' should be labeling where 'the first party **501** accesses the third-party channel **504** using a media guide user interface **502** on a PC **503**'.

9. Corrected drawing sheets in compliance with 37 CFR 1.121(d) are required in reply to the Office action to avoid abandonment of the application. Any amended replacement drawing sheet should include all of the figures appearing on the immediate prior version of the sheet, even if only one figure is being amended. Each drawing sheet submitted after the filing date of an application must be labeled in the top margin as either "Replacement Sheet" or "New Sheet" pursuant to 37 CFR 1.121(d). If the changes are not accepted by the examiner, the applicant will be notified and informed of any required corrective action in the next Office action. The objection to the drawings will not be held in abeyance.

Claim Rejections - 35 USC § 102

10. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

11. Claims **1-27** are rejected under 35 U.S.C. 102(e) as being anticipated by **Goldman (US PG Pub 2002/0112239)**.

With respect to Claim **1**, the claimed “establishing at a first location, from a second location, at least one parameter related to monitoring media consumption activity of a user at a first location” is met by Goldman that teaches the request of viewer behavior information **98**, containing specific data pertaining to media consumption activity, from a user at a 1st location (home entertainment system **90**) by a clearinghouse system **100**, at a 2nd location (Figs. 1-3 & paragraph [0037]). The claimed “receiving, at the first location, a media request from the user, the requested media having an associated set of pre-defined characteristics” is met by Goldman that teaches the tracking of viewer behavior information related to user at 1st location, **90**, making a request for media, whereby the identification of the requested media is made possible by information contained within an EPG (paragraph [0032-0034]). The claimed “determining, at the first location, whether the associated set of pre-defined characteristics matches the at least one parameter” is met by Goldman that teaches a home entertainment system, **90**, matching specific data requested by the clearinghouse system **100** with that of the data of the program being tracked (paragraph [0037-0036]). The claimed “sending notification of the media request to a second location, via a communication network, if the determining results in a match; and refraining from sending a notification of the media request to the second location, via the communication network, if the determining does not result in a match” is met by Goldman that teaches the transmission of only select viewer behavior information **98**,

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from 1st location, home entertainment system **90**, to a 2nd location, clearinghouse system **100** (Figure 2; paragraphs [0037] & [0043]).

With respect to Claim **2**, the claimed “wherein the first location is associated with at least one of an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN)” is met in part by Goldman that teaches Claim 1 and the use of an addressable set-top box, within home entertainment system **90**, that sends select viewer behavior information using the Internet (paragraph [0010] & [0040]). The claimed “Internet protocol (IP) address” is not explicitly taught by the Goldman reference. However, the Examiner takes Official Notice that it is notoriously well known in the art the use of IP addresses for addressing set-top boxes using the Internet as a communication network. Therefore, it is submitted that it would have been clearly obvious to one of ordinary skill in the art at the time of the invention to have used an IP address for addressing a set-top box using the Internet as a communication network.

With respect to Claim **3**, the claimed “wherein the communication network comprises at least one of a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure” is met by Goldman that teaches claim 1 in which the communication network **110** can include a cable, optical, terrestrial antenna system, satellite system etc. (Figure 1 & paragraph [0029]).

With respect to Claim **4**, the claimed “wherein the communication network is the Internet” is met by Goldman that teaches the use of an Internet connection by a user at

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the 1st location, home entertainment system **90**, in sending pertinent viewer behavior information **98** (Fig. 1; paragraphs [0040] & [0060]).

With respect to Claim **5**, the claimed “wherein the media comprises at least one of audio, a still image, video, real time video, and data” is met by Goldman that teaches video data corresponding to broadcast **88** being delivered to a 1st user at home entertainment system **90** (Fig.1, paragraphs [0029] & [0035]).

With respect to Claim **6**, the claimed “wherein consumption comprises at least one of playing audio, displaying a still image, displaying video, and displaying data” is met by Goldman that teaches the use of a display device **92** at a 1st location (home entertainment system **90**) for the displaying of broadcast programming, such as video data (Fig. 1 & 2; paragraphs [0022], [0027], [0031], & [0035]).

With respect to Claim **7**, the claimed “wherein the at least one parameter comprises a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, a language, information identifying the user, information indicating whether the user may be contacted, and information indicating how information related to the media request may be used” is met by Goldman that teaches a central clearinghouse **100** indicating specific viewer behavior information that it desired to be tracked, such as: channel ID, subscriber ID, program ID & title, city & state of channel, and the current date & time (paragraph [0037]).

With respect to Claim **8**, the claimed “wherein the associated set of pre-defined characteristics comprises at least one of a title keyword, a subject keyword, a time period, a genre, an artist, a media channel type, a mode, and a language” is met by

Goldman that teaches the use of an EPG in making available data for viewer behavior information **98**, the data pertaining to: provider of broadcast, type of broadcast, date & time of broadcast, origination of broadcast, manner in which broadcast is being supplied, title of program, episode, director of program, actors, program ratings, etc. (paragraph [0034]).

Claim **9** is met as previously discussed with respect to Claim 1. In addition, with respect to the claimed "creating at least one record of the media request, at the second location; and sharing information derived from the at least one record with a third party" is met by Goldman teaching the use of a storage device **104** for the gathering of viewer behavior information **98** at the clearinghouse system **100**, the creation of a viewer behavior information report **109**, and the transmittal of **109** to a third party, signal source **80** (Fig. 3; paragraphs [0043] & [0048]).

Claim **10** is met as previously discussed with respect to Claim 2.

Claim **11** is met as previously discussed with respect to Claim 3.

Claim **12** is met as previously discussed with respect to Claim 4.

Claim **13** is met as previously discussed with respect to Claim 5.

Claim **14** is met as previously discussed with respect to Claim 6.

Claim **15** is met as previously discussed with respect to Claim 7.

Claim **16** is met as previously discussed with respect to Claim 8.

With respect to Claim **17**, the claimed “wherein the third party is at least one of a third party media provider, a third party service provider, and a third party sales provider” is met by Goldman that teaches the method of Claim 9 and the transmittal of a viewer behavior information report **109** to a third party service provider, signal source **80** (Fig.3 and paragraph [0048]).

With respect to Claim **18**, the claimed “wherein the sharing uses the communication network” is met by Goldman that teaches the method of Claim 9 and the sharing of viewer behavior information report **109** with signal source **80** via the communication network **110** (Fig.3 & paragraph [0048]).

Claim **19** is met as previously discussed with respect to Claim 1. In addition, Goldman teaches a 1st location, home entertainment system **90**, which may consist of a addressable set top box {storage device **96**, processor **94**} & a television {display device **92**} using an EPG for the selection of video data, and the transmittal of information related to media selected for media consumption {viewer behavior information **98**}, via the internet, to server software {clearinghouse system **100**} which stores sent info {storage device **96**} (Figs.1-3; paragraphs [0027], [0033-0035], [0040-0042], & [0043]).

Claim **20** is met as previously discussed with respect to Claim 5.

Claim **21** is met as previously discussed with respect to Claim 6.

Claim **22** is met as previously discussed with respect to Claim 2.

Claim **23** is met as previously discussed with respect to Claim 3.

Claim **24** is met as previously discussed with respect to Claim 1.

Claim **25** is met as previously discussed with respect to Claim 7.

With respect to Claim **26**, the claimed “server software that shares, with a third party, information derived from the received data” is met by Goldman that teaches the system of Claim 19, and the transmittal of a viewer behavior information report **109**, by clearinghouse system **100**, to a third party service provider, signal source **80** (Fig.3 and paragraph [0048]).

Claim **27** is met as previously discussed with respect to Claim 8.

Conclusion

12. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Grauch et al. (US Patent 6,983,478) teaches the monitoring of a subscribers interaction with media programming, in which event data is uploaded to a server at designated times.

Lee (US PG Pub 2002/0129360) teaches a method for calculating audience ratings by a broadcast station using a users consumption record and the various user actions associated with it.

13. Any inquiry concerning this communication or earlier communications from the examiner should be directed to **Jorge Mendoza Jr.** whose telephone number is (571)

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270-5087. The examiner can normally be reached on Monday through Friday 7:30 am – 4:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, **Dennis Chow** can be reached at (571) 272-7767. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 8660217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Jorge Mendoza Jr.
Examiner, Art Unit 4126
J.M.J.
November 8, 2007

/Lun-Yi Lao/

Primary Examiner, Art Unit 2629